



THE NEW  
WANAMAKER'S

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**SEYMOUR DURST**

*t' Fort nieuw Amsterdams op de Manhatans*



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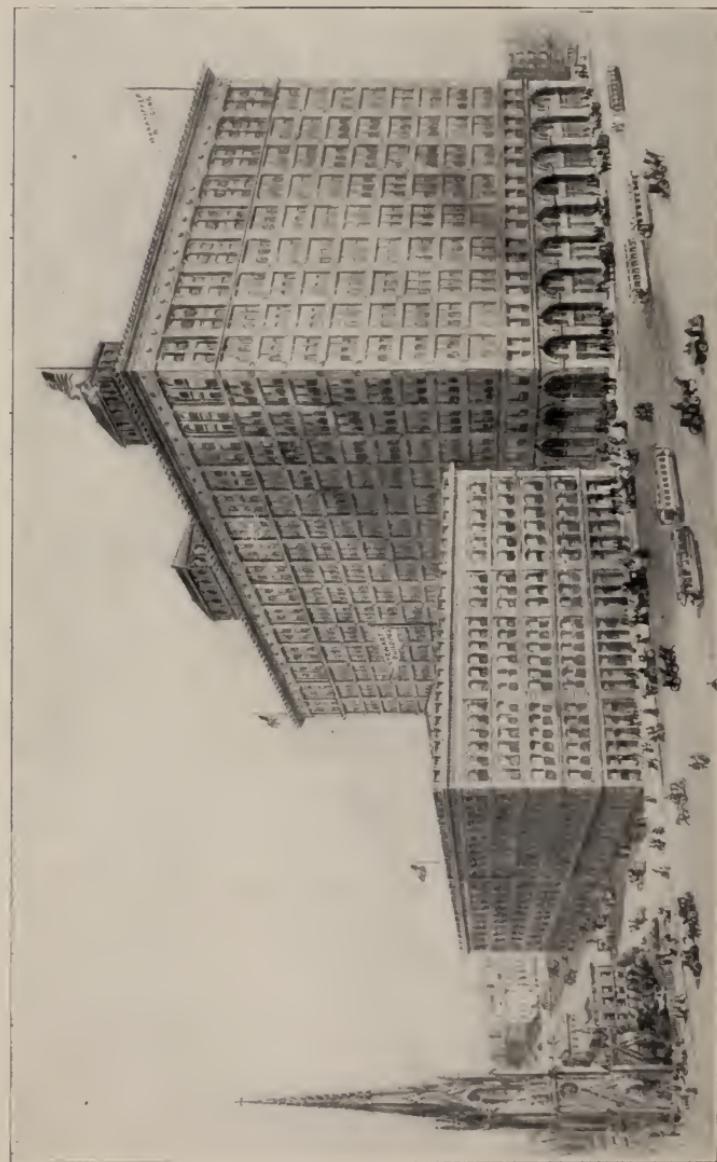
# SOUVENIR GUIDE BOOK

*of*

THE WANAMAKER STORE  
IN NEW YORK CITY

WITH CERTAIN ANNALS OF  
THE STORE'S ORIGIN AND  
HISTORY IN PHILADELPHIA

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Wanamaker's, New York—Two Buildings: 32 acres of floor area

**O**N October 16, 1896, the old A. T. Stewart retail business in New York City became a part of the Wanamaker organization. In the minds of many business men it was a very questionable undertaking; but it was not merely the effort to add another to the many splendid stores of New York City, but the inducement that actuated the enterprise was to develop the Wanamaker idea in store keeping and give to New York City something different in a store from what it had ever had.

The splendid store structure, erected by A. T. Stewart, gave a magnificent foundation and full opportunity for development of the plan. This fine old building is to-day, forty-five years after its erection, one of the finest models in store buildings that exists.

Only a few years had passed by when the success of the undertaking was abundantly proven. The business grew with great strides until it more than filled the old Stewart structure. Month by month, and year by year, improvements were made in stocks and fixtures, but it soon became evident that the fine old Stewart plant would not long be sufficient for the growing Wanamaker business. Piece by piece, property was acquired on the block south, between Eighth and Ninth streets, and eventually the entire block was secured. Then the erection of the new Wanamaker Building was begun.

This fine structure, which is now among the largest buildings in New York City and the chief landmark of the Astor Place neighborhood, occupies the entire block bounded by Broadway, Fourth avenue, Eighth and Ninth streets. Ground was broken for this edifice on September 2, 1903, and only during the present Summer have stock arrangements and fixtures been completed.

While the new building is a separate structure, it is so closely connected with the old Stewart Building by means of large well-lighted subways that the visitor passes from one building to the other without realizing that the transfer has been made. Elevator systems in both buildings so directly connect all the floors of the two structures that Wanamaker's is practically one store. The old Stewart Building has been thoroughly rejuvenated, magnificently equipped with new fixtures, so that in appearance it is of the same brilliance of newness as its thirty-year younger



twin building on the other side of the street. In combination these two buildings present the greatest store plant in this, America's greatest city. It will be excelled in size only by the new Wanamaker store in Philadelphia, when that magnificent 42-acre structure is completed.

In addition to its stately architecture, there are many unique and interesting features about the new Wanamaker Building.

Of foremost prominence is the *Auditorium*—a great music hall located on the second story and extending through the third and fourth stories, giving a height in the clear of over 40 feet from the floor to dome, and providing large, roomy chairs on the floor and around the balcony for 1,500 people.

To-day the hall is still in the gray unfinised state, but there are being prepared for it in Paris the most beautiful mural decorations. Built in the hall is a magnificent organ, one of the largest and most complete instruments in America, and equalled only by some of the famous organs in the Old World cathedrals. In addition to the main organ is an echo organ in the rear of the hall. Many entirely new features were included in building this great organ, making it the most novel, the most perfect, the most versatile organ yet produced. It is, in fact, six separate organs, all hidden behind the decorative grill work covering the front and rear walls of the Auditorium. Included are the Swell Organ, the Great Organ, the Pedal Organ, the Solo Organ, the Orchestra Organ and the Echo Organ. Among the stops

are included. Strings, Flutes, Oboes, Clarionets, English Horns, Kettle Drums, Snare Drum, Cymbals and Triangle. Many beautiful effects are produced by the two sets of Chimes, both controlled from the keyboard.

The organ is electrically controlled, and tilting tablets, regulated by a touch, replace the tedious process of pulling out stops. No visitor to Wanamaker's, no visitor to New York City, should fail to hear the great Wanamaker organ. The opportunity is presented twice daily, when concerts, more or less formal, are given free to the public.

Another feature of great public interest is the Wanamaker *Cold Storage Vault* on the eleventh floor of the new building, and extending up through the twelfth floor. It provides storage for 50,000 fur garments, which are hung out in the open with perfect safety, just as they would be hung in a wardrobe in your own home, in a temperature maintained at about ten degrees above zero throughout the year. The constant circulation of clean, dry, cold air not only protects the garments from moths, but from dust and mildew, which are almost equal enemies of fur.

The cold storage vault is open to visitors all year round, and



it is an interesting experience to go through the temperature proof passages and view this remarkable interior.

The *Sub-Basement* of the new building is given over to one of the largest individual electric and ice-making plants in the city. Here is provided the electric power for lighting the two buildings and running the elevators. The ice plant provides the cold storage for furs and also for the Restaurant. Those who are interested in machinery will be welcome when they wish to visit the remarkable exhibition presented by this great plant.

All of the elevators are of the plunger type, with shafts that go down into the ground as deep as the height of the building. They provide the maximum safety known to science. Ample elevator service in every corner of the two buildings provides abundant service for shoppers in passing from one part of the store to another.

The *Piano Salons* on the second floor of the new building present the most magnificently appointed salesrooms that have ever been constructed in a store. They are equaled only by those now being completed in the Wanamaker Store in Philadelphia.





The main exhibition room or Art Room is magnificently decorated in classic styles and surrounded by a series of rooms decorated after the various periods.

In the Foyer just outside are given informal recitals on the piano and Angelus for visitors to the Piano Store. At the Broadway end of the building are arranged several magnificent suites and separate rooms for the exhibition of various makes of pianos, allowing of privacy for customers who wish to test pianos away from the public view.

The magnificent Greek Room provides general display for various instruments and presents some exquisite examples of wood inlay as well as mural decoration.

The Angelus Library and the many test rooms for its subscribers are an interesting study in modern musical development.

On the third floor is the China Store and Art Wares Salons, also the Cut Glass Alcoves and the Lamp Store. This floor provides one of the great beauty points of the institution. Here is assembled a gathering of Art Wares, Mable Statuary and Bronzes such as is unequaled elsewhere in America.

On the fourth floor is the Upholstery Store and Wall Paper.

On the fifth floor, the Carpets and Oriental and Domestic Rugs.

The sixth, seventh and eighth floors are devoted to the magnificent Wanamaker Furniture Store, the greatest retail furniture business in America. In addition to the elaborate stocks, these floors present fifty-five model furnished rooms, giving the visitor an accurate idea of just how the furniture will look when displayed in a room of average size in the home.

These model rooms range from a simple bedroom to the most magnificent parlor or drawing-room in a home of wealth. In addition there is a completely furnished 24-room house, built in as a separate and integral part of the new building, extending through the sixth and seventh floors. It is entered through a stately hall and, in addition to the usual rooms, contains an Italian Garden and Fountain, Art Gallery, Music Salons, Billiard Room, Fire-proof Vaults and Cold Storage. It is furnished complete with light, heat and ventilating apparatus. It is one of the most interesting studies in home furnishing that has ever been placed at the public disposal. It is a unit of decorative harmony throughout.

On the ninth floor is the Wanamaker Art Gallery, containing a large number of paintings from the Paris Salons, and the thirteen famous American Marine Paintings by Edward Moran, representing famous scenes in American history. This floor also contains the Wanamaker Restaurant, with seating capacity for over 800 guests. There is a Café where smoking is permitted, and there are private dining-rooms for those who wish exclusive service.

*The Kitchen* of the Restaurant is a marvel of modern completeness and scientific appliances. It is open to the public at all hours, except during the rush of service from 12 to 2. Housekeepers are invited to go in and view the modern facilities for the preparation of food in the most sanitary manner.

On the Wanamaker premises is a very complete Mattress and Pillow Factory. Our hair mattresses are made under our own supervision by our own employes with the most sanitary appliances, so that whatever you buy at Wanamaker's in bedding is freshly made to your order, of absolutely pure, sanitary hair, or clean, thoroughly deodorized feathers, making you absolutely safe when buying these supplies at Wanamaker's.

There are also completely equipped factories for the making

of Window Shades, Awnings, and preparing Carpets for the floors.

The basement of the new building contains the largest and most complete *Housewares Store* in the country. Each of the many thousands of utensils is carefully selected as to quality and serviceableness. Nothing unworthy is ever permitted because it is cheap in price. The censorship is severe, and the housekeeper may depend upon the quality and utility of every article she buys.

Complete Hardware and Trunk Stores add to the interest of the Wanamaker basement.

The main floor of the Wanamaker Building is given over entirely to the sale of Men's Clothing and other apparel, and it contains everything that man and boy wears, not only presenting the best garments and furnishings made in America, but constantly exhibiting the newest Shirts, Socks, Scarfs, Hats and Underwear from the best sources abroad.

A feature of the building which contributes to the better service of the operating department is the *courcouse* or driveway on the Eighth street side. Here are received the delivery wagons, and, by direct connection with the elevators, they are taken to basement or upper floors, according to the stocks to be loaded, thus saving vastly the labor of handling merchandise for delivery.

The feature which most greatly interests New Yorkers is the station of the Rapid Transit Subway, which is practically in the basement of the Wanamaker Store, on a level with the basement floor. The convenience of being able to step immediately from the train into the store is of immeasurable benefit to the public, particularly in wet or stormy weather. Those who come into the city by way of the New York Central or New Haven Railroads are also in direct connection with the Wanamaker Store by means of the Subway.

In the near future the Ninth Street Subway from the MacAdoo Tunnel to New Jersey will also come right into the store, and the connection from Brooklyn and Long Island will also shortly be made, making Wanamaker's the store that can be gotten to from almost anywhere without going outdoors.



The old A. T. Stewart Building is the Women's Store. It also contains the Jewelry and Silver Store, the Book Store, and the Toy and Sporting Goods Store. In the basement is the Sub-Station Store, containing 42 distinct departments of low priced merchandise. A feature of modern retailing, originated by the Wanamaker Store and now broadly imitated all over the country.

One of the features of the old building is the Philadelphia Tea Room on the fifth floor, opened early in September. It places before New Yorkers for the first time the delights of Philadelphia cooking. Wonderfully delicious fried and boiled chicken, delightful chicken and lettuce salads, pastries, rolls, and grandmother's ginger bread. Everything prepared on the premises, after original recipes. Every cup of tea brewed to order, without touching the fire. The delicious Philadelphia fried oysters and oyster stews; the wonderful chicken and oyster pies. Those who love good things to eat will appreciate the Philadelphia Tea Room, with its fine food and modest prices.

The magnificent new Soda Fountain has just been completed in the basement of the Stewart Building, splendidly equipped with the most modern sanitary appliances to safeguard the health of its patrons as well as to cater to delicacies of taste.

The main floor contains the Jewelry Store, the Book Store,

the Women's Shoe Store, the Toilet Goods, Leather Goods, Gloves, Handkerchiefs, Ribbons, Knit Underwear, Umbrellas and Parasols, Engraving and Stationery, Notions, Optical Goods and Clocks.

On the second floor are the Dress Goods, Silks, Dress Trim-mings, Linens, White Goods and Embroideries.

On the third floor is the Millinery, presenting the Paris Salon, Grand Salon, the White-and-Black Sa'on, the Children's Salon and the Royal Salon; the Women's Costumes and Wraps, and Dresses and Coats for Girls.

On the fourth floor are the Corsets, Muslin Underwear, Infants' Wear and Blankets and Quilts.

The fifth floor contains the newly enlarged Camera Store, with its remarkable Developing, Printing and Enlarging Room; with everything done in public view, after the most modern ideas, with the largest and best facilities ever built for use in a store. Here also is the Tea Room and the Toy Store, the Sporting Goods, Phonographs, Talking Machines and Musical Instruments.





The New Wanamaker Store, Philadelphia—12 stories, 45 acres of floor space

## "LEST WE FORGET"

Turn back the pages of the years to the third of April, 1861—and the writer was making the contract for the building far down Market street in which this firm founded its business—a historic site on which Washington had once had his home in a dwelling subsequently occupied in turn by Richard Penn, and General Howe, and which, having been burned in 1780 was rebuilt and occupied by Robert Morris and then by President Adams, and was afterwards converted into stores.

That eventful war year of 1861, the first of our years in the ready-made clothing business, resulted in sales of \$24,000—which seemed a large sum to the two boys who did most of the work and were assisted by two men and an errand boy. It was heavy ploughing early and late for a long time. Good health and the pluck, patience and unconquerableness that come to the country-born were the largest part of the capital in those early days.

Had we inherited a business or been able to command the assistance of rich friends we might have had easier times, but never could have had the schooling that cut the back-log of this business. In those days the customs of business started the work at 6.30 A. M. and kept on until 7 and 7.30 P. M., except Saturday nights, when stores closed from 10 to 11.30. At that time, 1861, there was no settled selling price for goods—there was an asking price, and the most persistent haggler bought his goods far below the unwary.

Seldom was cash paid for wages to the workpeople making clothing. The general rule was fortnightly settlements in grocery, coal and other orders, on which the manufacturer had a percentage.

Some head-splitting thinking was done by those young bidders for mercantile honors and profits in those days when sales were small and profits were smaller.

About the only things of which there were plenty were—Ideas and Plans.

Very boldly we swam out and made for four good landings—

*First.* For cash payments on the spot to workpeople on completion of the work.

*Second.* Shorter business days.

*Third.* Not two prices—one price and only one.

*Fourth.* Taking back anything sold and returning the money.

The first of these pioneering reforms began at the outstart of the business; the second in 1862 or 1863; the third and fourth in 1865.

Short hours did not, however, apply to members of the firm, who often worked all night long, and in six years saw their business take the lead in the clothing trade of the city. Then its premises began to expand, and by 1871, ten years from the founding of the firm, it was foremost in the retail clothing trade of the United States.

The impossibility of purchasing the adjoining property to enlarge the business, except at an extortionate price, led to the fortunate purchase, in 1874, from Colonel Thomas A. Scott, of the abandoned freight station of the Pennsylvania Railroad, at Thirteenth and Market streets, then extremely far from the center of business. The railroad sheds covered the lot from Juniper to Thirteenth and from Market to Kelly street. The old mansion of the Willing family was at Juniper and Chestnut, and the Fetterall mansion at Thirteenth and Chestnut, and nearly a dozen dwelling houses were between the corners. One by one these old houses, or the lower floors, were being altered into shops.

One of the houses, 1321 Chestnut, belonging to a famous and most worthy colored man, was purchased and demolished almost in a night for an entrance from Chestnut street to the old railroad depot which, in the Spring of 1876, was opened as a business place. This marks the date of a new era in the business methods of the city, and, it is asserted by many persons, throughout the United States.

The more than forty years of business history have stood up certain facts to make their own speech, that neither vanity nor exaggeration shall mar. Entering upon business away back in a boy's years, with the usual selfish ambitions, there was also formed a purpose to bend every energy to raise the standards, to the end that business dealings might be more agreeable and safe, and that the rising generations might come into systems tolerably free from practices that had gradually lowered mercantile character. The advertising columns of the newspapers of the time when the store actually started upon its enlarged career will give some idea of the storm of opposition the new venture met with. The writer fully believed then, as he does now, that a storekeeper has as much right to choose his own undertakings and enlarge them as a farmer has the right to choose what he will plant or how many acres he will add to his old farm, or as a mill-owner the number of looms or size of the boilers and engine he will put in his works.

It was said the store would break up the other stores, and yet every one of the old large stores still exists, and is doubled or quad-

rupled, while hundreds if not thousands of new stores have been planted since this store began. The writer always believed two things—

*First.* That the prosperity of this business would assist the general prosperity of business in the city.

*Second.* That the million of people who were not storekeepers had some rights to be considered in the advantages of better stocks to select from, lower prices brought about by certain economies, and a much more generous service than was customary in o'd times.

These two fundamental beliefs have been proven to be correct.

As an expansionist this store sailed out in 1877 into the open sea and began its battle. It nailed up a flag with the stars of its early experiences and the stripes of new colors in business practices for the retailing of Dry Goods:

*First.* That a store should not be a trap to catch something from each who enters it.

*Second.* That advertising must say exactly what the store is and what it does.

*Third.* That all the goods sold are called back again if the buyer is not pleased to retain them.

*Fourth.* Fair prices for everything to everybody alike, without hidden reservations or concessions.

*Fifth.* That justice and honor require the exclusion of baits or even trifling deceptions; that customers whose confidence is invited and given are entitled to have their confidence respected and protected at every point.

*Sixth.* That patient and persistent training must be given to all the employes, to undo the education in the old long-time prevailing methods, to grow a new crop of business men and women to administer a new, broader, more enlightened and equitable system.

Old-time merchants smiled at us and our best friends doubted, but thousands who liked fair play stood by, at least hoping for success for the new undertaking.

Large things that are good for anything grow slowly. "Soon ripe, soon rot," is a true proverb. We were content to wait and work, lose and learn, and to everlastingly keep on following the star we discovered. To follow some other leader or business establishment was impossible, for there was no business known to us in the world that presented the conditions that met the views we held of what was in all respects just, generous and a proper balance between buyer and seller—at this stage of the advancing Twentieth Century civilization.

The story of the store's movements and growth would be too

long. It takes a long time for even intimate friends to understand each other. Very slowly the system of the store works out. If our people could have put it on, as they put on their shoes, and walked in it—from the first—if we were not all so human, so very human, and given to carelessness and mistakes, the store would have been twice as successful and the building twice too small for the people seeking to be served.

Gradually we acquired all the property on our Chestnut street, front and constructed this queer old patchwork building that has a threefold charm about it—utility, great strength and incomparable economy. For a business building, barring its outside ugliness, it is perfect on the side of the small cost that has to be charged upon the goods for expenses.

From the days of Penn this neighborhood has been a historic spot. Where the Public Buildings now stand there was the first city race course, and the first structure at this point was the pumping station of the City Water Works.

In 1785 the State Arsenal was built on a lot from Juniper to Thirteenth, above Chestnut, about where the Linens and Millinery now reign. In this high brick-walled building much of the powder was stored that won the battle of New Orleans in the War of 1812. This building was sold in 1853 by Act of the General Assembly for thirty thousand dollars! Some difference in the value of real estate then and now! The first High School building in this city, a three-story plain brick edifice, fronted where the Optical and Photographic section now stands. From its observatory, Kendall, the celebrated astronomer, did much of his work, and this institution came to great renown from the discovery of Encke's Comet.

From 1853 to 1874 the Pennsylvania Railroad owned the property, and it was the center of great activity in sheltering troops and supplies in the Civil War. In 1874 the great Fair of the Franklin Institute was held in the building, cradling and mothering the Centennial Exposition, followed by the short-lived Permanent Exposition in the Park, of which we became residuary legatees by this Popular Free Exposition that for twenty-three years has continued here. This old spot, it will be seen, with its numerous historical reminiscences, connects us with an honorable pedigree. Oldmixon in his volume of reminiscences, says that Penn himself told him that he intended Center Square for a State House, a market house and a meeting house. So far back as 1698, "Fayrs" were held in Center Square, in the months of May

and August. This old store stands at least for the suggestion of William Penn's proposed market place.

In 1871 Count Rochambeau with 6,000 French troops camped here over night on the way to Yorktown and the woods on the site of the store supplied the fagots for their camp-fires.

After General Wayne's expedition to the Indians he camped on Center Square, and for many years it was the city camping ground, used by the militia for drills and parades. By an Act of City Councils in 1829 the name of the square was changed to Penn Square, and Center Square and Penn Square and the old parade ground for Philadelphia citizens was inherited by "Wanamaker's."

On this spot the use of electric light for stores was first introduced in the United States. Here also the pneumatic tubes originated as Mercantile Cash Carriers, and were experimented with until successful. Here commercial classes, consisting of hundreds of members, have for many years been in operation training youth for business, constituting the store a university of business with a daily practical opportunity to practice what is being taught. The system of conducting the business has continually improved, creating possibilities of better things to be attained. It must be apparent to observe that there is something in this business different from the mere dollar-and-cent profit-making.

The outreach of the organization is to almost every country on the globe, bringing to the consumer's hand, without undue charges, the best that the best manufacturers can do. It is an undisputed fact among all business people that in the United States no other such retail stock of merchandise exists in volume, value or assortment as this firm provides for its patrons.

The united business of our New York and Philadelphia stores forms an immense purchasing power. The best manufacturers in America and abroad affirm that our long relations with them and the largeness of our transactions place us first in getting choice of supplies and upon the very best terms.

The Wanamaker system working along economic lines has done much to emancipate trade from such unworthy methods. It has helped production by giving it what is practically an all-the-year market. It has helped industry by the continuity of employment by which alone the best results of human skill are to be attained. It has helped distribution by the economy effected by large shipments in bulk and by a van system which maintains an open line of communication with every home. It has helped consumption by reducing prices without reducing qualities—a result possible only by large purchases at first hands, low rental, and convenient

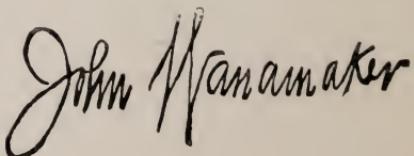
proximity to railway terminals; by the confidence created by the principle of returnability; by cultivating the popular taste along all possible lines and by the accommodating club system of selling certain articles.

If it be true that a penny saved is a penny earned, it is clear that the total savings to consumers effected by the system are in fact additions to their earnings—contributions by just so much to the wealth of the community.

Summing up, it can be said with truthfulness that the system has made trade so safe that children can buy for their parents, and the blind as confidently as the keen-sighted. It has brought production and consumption closer together, yet minimized the "lost motion" between them. It has bettered distribution. It has raised the plane of advertising. It has kept the wheels of trade in motion. It has tended to introduce a more chivalrous spirit in business life; to make commerce more truly an agent of civilization; to lessen domestic drudgery; and to promote domestic comfort and social welfare by bringing the products of civilization into every home.

The Wanamaker system has not accomplished these results by economic methods only; it has rested its cause as well on intellectual and ethical grounds; in addressing the public it appeals to reason only, depending neither on importunity on the one hand, nor on exaggeration on the other; and it proceeds upon the ethical plan of treating all people alike—of preserving their self-respect in buying, and of respecting the confidence which they have been asked to bestow.

It is not prophecy, but logic which affirms that the system which has attested itself in peace and war, in good times and bad times, through an entire generation only stands upon the thresho'ld of its career; and that it is destined to prove its usefulness to a still larger portion of mankind in the new century upon which we are now advanced.

A large, handwritten signature in black ink that reads "John Wanamaker". The signature is fluid and cursive, with the first name "John" on the left and the last name "Wanamaker" on the right, joined together. The "W" in "Wanamaker" has a prominent loop at the top.

## THE PERSONALITY OF THE WANAMAKER STORE

There is a personality about the Wanamaker Store. You feel it, and believe in it, if you are familiar with the store. The attitude of this personality toward the public has revolutionized New York retailing in the last ten years. You who remember the old shopping methods before Wanamaker's came, will realize how many of the inconveniences and unpleasantnesses of shopping have disappeared since Wanamaker's gave to New York the policy of pleasing people under all circumstances.

But it is not the old attitude of "bowing and scraping" to cajole a customer into a bad bargain, which could not be righted afterward.

It is an attitude of assurance in the worth of the merchandise presented. An attitude of confidence that establishes the law that every salesperson shall tell the absolute truth always; and reply to all questions asked, frankly, pleasantly and intelligently.

The Wanamaker idea is antagonistic to the old policy of fear to tell the truth about merchandise. If a blanket has cotton in it, that is no disgrace. We tell it frankly. Many people prefer a blanket that is part cotton. If a customer wants an all-wool blanket, it is here. If the price is higher, it is right. If some other store has told the customer that a part-wool blanket is all-wool, and the customer thinks our blanket dear, and goes to the other store to buy the deception, we have lost a sale, but kept our reputation; and will probably get that customer back when the cotton begins to show in the cheat.

It is not a question of morals or sentiment. In the cold logic of fact, "Honesty is the best policy," slow as is the lesson in the learning.

The Wanamaker Store's personality presents an attitude of pleasantness, confidence, frankness, helpfulness, anxiety to please and satisfy in every transaction.

Wherever this store fails in any of these particulars, some human agency has failed in its loyalty to the principles of the house. And where more than six thousand human minds and

pairs of human hands, with the instincts of human frailty, compose an organization, human weakness will at times fail. But the ideal is ever present. The intent is in every pulse-beat; and every error is promptly, pleasantly, and if possible, effectually righted; the flaw in the machinery corrected; and endeavor continued.

We are trying to deserve the success that has come to Wanamaker methods in New York.

If we knew how to serve the whole public better, we would do it. The best that seems possible to-day, we are doing. We hope to do better to-morrow.





AVERY  
CLASSICS

